

Jadara University
Faculty of Business
Business Administration Department

Syllabus
(Masters)

FIRST: General Information

Title: Advanced Electronic Commerce

Course: First Semester 2022/2023

Instructor: Professor Mohamad Noor Al-Jedaiah

Time: Thursday 15_18.

Location: B 306

Office Hours: Sunday, Thursday

Office: C 320

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Jadara University Vision Statement: To achieve distinctive position among National and Arab universities regarding knowledge creation, dissemination, and application so as to enrich individuals' lives and contribute to achieve sustainable and comprehensive development for society, country, and nation.

Mission Statement: To provide distinctive education that meets the needs of national and Arab communities and contributes to achieve economic and societal development, and builds whole personality of students. Also, to find a motivating environment of research and intellectual innovation, integrate people and technology, enhance university human capital, and create open channels of communication with higher education institutions locally and abroad.

Second: Course Description

The orientation of the course will be to approach the field of Electronic Commerce and Electronic Business in global economy. The course introduces contemporary management philosophies as they have come to be used for the marketing, selling, and distribution of goods and services through the internet, World-Wide-Web, and other electronic media.

The course makes use of lecture and discussion, readings, cases, and student projects.

Third: Course Objectives:

The main objective of this course is to enable students to become familiar with all EC applications, strategies and practices in the real world. After successful completion of the course, the student will be knowledgeable and competent in the following aspects:

- E-Commerce and E-Marketplaces

Overview of E-Commerce

E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce

- Internet Consumer Retailing

Retailing in E-Commerce: Products and Services

Consumer Behavior, Market Research, and Advertising

Business-to-Business E-Commerce

B2B E-Commerce

E-Supply Chains, Collaborative Commerce, and Corporate Portals

E-Commerce Models and Applications

Innovative E-Commerce Systems: E-Government and E-Learning to Consumer-to-Consumer Commerce

Mobile Computing and Commerce and Pervasive Computing

The Web 2.0 Environment and Social Networks

E-Commerce Support Services

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E-Commerce Fraud and Security
E-Commerce Payment Systems
Fulfilling E-Commerce Orders and Other E-Commerce Support Services

E-Commerce Strategy and Implementation

E-Commerce Strategy and Global E-Commerce
Economics and Justification of E-Commerce
Launching a Successful Online Business and E-Commerce Projects
Regulatory, Ethical, and Compliance Issues in E-Commerce

Auctions and Application Development

Dynamic Trading: E-Auctions, Bartering, and Negotiations
Building E-Commerce Applications and Infrastructure

Learning Objectives

Upon completion of this course you should be able to:

- To understand the E-Commerce. -
- Recognize the business impact and potential of E-Commerce. -
- Explain the technologies required to make E-Commerce viable. -
- Discuss the current drivers and inhibitors facing the business world in adopting and using E-Commerce. -
- Explain economic consequences of E-Commerce. -
- Discuss the trends in E-Commerce and the use of internet. -

Fourth: Required Texts:

Key References:

المرجع الرئيسي

Turban, E., King, D., Lee, J., and viehland, D., (2012) Electronic commerce : A -1
managerial perspective, Prentice Hall.

المراجع المساندة:

Turban, E., King, D., Lee, J., and viehland, D., (2010) Electronic commerce: A -2
managerial perspective, prentice Hall

Laudon, K., Kenneth and Traver, C., (2013) E-Commerce, prentice Hall. -3

4- الجدايه ' محمد نور. ,سناء خلف, (2009) تجاره إلكترونيه, , دار الحامد , عمان- الأردن

5- الطيبي, خضر(2008) التجارة الالكترونية والأعمال الالكترونية, , دار الحامد , عمان- الأردن

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Fifth: Teaching Methods:

The course is organized around weekly lectures of 3 hours duration. Each lecture addresses a particular theme central to the study of International Human Resource Management. Several methods will apply like direct teaching, PowerPoint presentations, case studies, participation and group work, problem solving, brain storming, and role playing. In addition, students will be asked to individually prepare and present one subject of interest before the class finish.

Sixth: Evaluation Plan:

Students are expected to attend all classes prepared to discuss the readings. A final research paper (project) aimed at allowing students to explore a topic of individual interest will be required. The evaluation plan and grading system will be as follows:

15%	Participation, presentation and assignments
30%	Midterm Exam
15%	Term Paper
40%	Final exam
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100%	Total